C7715-3A

MARCH
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '86 VS '85	% IND	
	1986	1985		1986	1985
A.M.C.	6126	12792	47.89	.72	1.38
(Alliance)	4315	6836	63.12	.50	.74
(Encore)	1158	4754	24.36	.14	.51
(Eagle)	653	1202	54.33	.08	.13
CHRYSLER	29349	31299	93.77	3.45	3.38
(Laser)	2265	6632	34.15	.27	.72
(Le Baron/GTS)	14560	11751	123.90	1.71	1.27
(E/NY/5 PV)	12524	12916	96.97	1.48	1.39
DODGE	38711	47732	81.10	4.57	5.15
(Daytona)	3016	8067	49.71	.36	.65
(Colt/Vista/Conq)	6178	3609	171.18	.73	.39
(Omni/Shadow)	9865	16629	59.32	1.17	1.79
(Aries)	7739	9876	78.36	.91	1.07
(Lancer)	4837	2690	179.81	.57	.29
(600)	4763	5431	87.70	.56	.59
(Diplomat)	2313	3430	67.43	.27	.37
PLYMOUTH	29634	40629	72.94	3.49	4.38
(Colt/Vista/Conq)	5631	3642	154.61	.66	.39
(Horizn/Sundance)	10158	18272	55.59	1.20	1.97
(Reliant)	9508	13279	71.60	1.12	1.43
(Caravelle)	3196	3569	89.55	.38	.39
(Gran Fury)	1141	1867	61.11	.13	.20
CHRYSLER CORP	97694	119660	81.64	11.52	12.91
FORD	106180	133574	79.49	12.52	14.41
(Escort)	29825	31837	93.68	3.52	3.43
(Mustang)	14255	13910	102.48	1.68	1.50
(Tempo)	20021	41216	48.58	2.36	4.45
(Taurus)	15038	-	-	1.77	-
(LTD/Crn Vict)	15457	33118	46.67	1.82	3.57
(T'Bird)	11584	13493	85.85	1.37	1.46
LINCOLN	12379	14832	83.46	1.46	1.60
(Mark VII)	1717	1730	99.25	.20	.19
XR4 Merkur	1301	321	405.30	.15	.03
MERCURY	35806	50396	71.03	4.34	5.44
(Lynx)	5047	6056	83.34	.60	.65
(Capri)	1026	1412	72.66	.12	.15
(Topaz)	4758	10793	44.08	.56	1.16
(Sable)	6760	-	-	.80	-
(Marq/Gr Marq)	11087	21693	51.11	1.30	2.35
(Cougar)	8128	10442	77.84	.96	1.13
LINC/MERC DIV	50485	65549	77.02	5.95	7.07
FORD MOTOR CO.	156666	199123	78.66	18.47	21.48
BUICK	53562	71790	74.61	6.32	7.75
(Skyhawk)	5696	7780	73.21	.67	.84
(Somerset/Skylrk)	7328	7632	96.02	.86	.82
(Century)	16392	16976	96.56	1.94	1.84
(Regal)	6545	8107	80.73	.77	.87
(Riviera)	1321	3905	33.85	.16	.42
CADILLAC	22288	23684	94.11	2.63	2.56
(Cimarron)	1624	1686	96.32	.19	.18
(Eldorado)	1706	5252	32.48	.20	.57
(Seville)	1173	2451	47.86	.14	.27
CHEVROLET	132414	135213	97.93	15.61	14.58
(Chevette)	7415	10180	72.84	.87	1.10
(Celebrity)	30272	27734	109.15	3.58	2.99
(Cavalier)	27169	34126	79.61	3.20	3.67
(Camaro)	14749	23802	61.97	1.74	2.57
(Corvette)	2971	3425	86.74	.35	.37
(Monte Carlo)	8855	9814	90.23	1.04	1.06
OLDSMOBILE	79225	91263	86.81	9.34	9.85
(Firenza)	2980	4981	59.83	.35	.54
(Calais)	9943	9442	105.31	1.17	1.02
(Cutlass Ciera)	22795	28091	81.15	2.69	3.03
(Cutlass)	15455	18526	84.33	1.82	1.98
(Toronado)	1073	3050	35.18	.13	.33
PONTIAC	66480	64211	103.53	7.84	6.93
(1000)	2125	1783	119.18	.25	.19
(Sunbird)	6976	9735	71.66	.82	1.05
(Grand AM)	17671	8766	201.59	2.09	.95
(6000)	12808	12140	105.50	1.51	1.30
(Bonneville)	3055	4846	63.04	.36	.52
(Firebird)	7788	8488	91.75	.92	.92
(Fiero)	5010	8117	61.72	.59	.88
GEN. MTRS CORP.	353969	386161	91.66	41.74	41.67
Misc. Domestic	6	15	40.00	-	-
Other Import	233627	209151	111.70	27.55	22.56
U.S. TOTAL	848088	926902	91.50		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 vs '85	% IND		YEAR END
	1986	1985		1986	1985	1985
A.M.C.	19930	35585	56.01	.77	1.43	128318
(Alliance)	13538	18928	71.52	.53	.76	73472
(Encore)	3977	12645	31.45	.15	.51	41534
(Eagle)	2415	4010	60.22	.09	.16	13312
CHRYSLER	78781	81425	96.75	3.05	3.27	371292
(Laser)	8330	13880	45.61	.25	.56	50870
(Le Baron/GTS)	40518	30303	133.05	1.56	1.22	154217
(E/MY/S Av)	32133	37242	86.28	1.24	1.49	166205
DODGE	111615	125352	89.04	4.32	5.04	478037
(Daytona)	8165	12786	63.86	.32	.51	48784
(Colt/Vista/Conq)	18791	10977	171.19	.73	.44	52282
(Omni/Shadow)	28181	40981	68.77	1.08	1.66	127241
(Aries)	25511	29627	86.11	.99	1.19	114289
(Lancer)	12395	7202	172.08	.48	.29	47325
(600)	12321	14504	89.09	.50	.58	54681
(Diplomat)	5653	6215	90.95	.22	.37	33435
PLYMOUTH	96048	105577	90.97	3.72	4.24	373209
(Colt/Vista/Conq)	17376	10725	162.04	.67	.43	48952
(Horizn/Sundance)	30281	45307	66.84	1.17	1.82	135366
(Reliant)	36338	35925	101.15	1.42	1.44	137213
(Caravelle)	8897	9139	97.35	.34	.37	35501
(Gran Fury)	3156	4483	70.40	.12	.18	16177
CHR/SLER CORP	286444	312354	91.70	11.09	12.55	1222538
FORD	323056	337224	95.80	12.50	13.55	1364829
(Escort)	100261	95491	105.00	3.89	3.84	425347
(Mustang)	38087	38781	98.21	1.47	1.56	157357
(Tempo)	70565	83640	84.37	2.73	3.36	278475
(Taurus)	30607	-	-	1.18	-	1653
(LTD/Crn Vict)	45779	84404	54.24	1.77	3.39	345641
(T'Bird)	37757	34908	108.16	1.46	1.40	156356
LINCOLN	36603	41769	87.63	1.42	1.68	164295
(Mark VII)	4587	5818	78.84	.18	.24	20401
XR4 Marker	3504	398	880.40	.14	.02	8063
MERCURY	111584	126606	87.98	4.31	5.08	515895
(Lynx)	16332	17421	105.23	.71	.70	83620
(Capri)	2736	3935	69.58	.11	.16	15632
(Topaz)	15992	22207	72.01	.62	.89	73554
(Sable)	14112	-	-	.55	-	879
(Marq/Gr Marq)	31457	55434	56.69	1.21	2.22	223656
(Cougar)	28753	27549	104.37	1.11	1.11	118554
LINC/MERC DIV.	151491	168773	89.76	5.87	6.78	688253
FORD MOTOR CO.	474547	505997	93.78	18.37	20.33	2053082
BUICK	174402	200945	86.79	6.75	8.07	851031
(Skyhawk)	14617	19654	74.37	.57	.79	85411
(Somerset/Skylrk)	29199	18741	155.80	1.13	.75	93259
(Century)	57856	47755	121.15	2.23	1.92	233268
(Regal)	21406	25003	85.61	.83	1.00	114047
(Riviera)	4311	12409	34.74	.17	.50	48891
CADILLAC	70799	66923	105.79	2.74	2.69	301228
(Cimarron)	4863	3715	130.90	.19	.15	22768
(Eldorado)	5554	15016	36.84	.21	.61	60754
(Seville)	3665	7289	50.28	.14	.29	29986
CHEVROLET	408080	369114	110.56	15.81	14.84	1658768
(Chevette)	18128	33042	54.86	.70	1.33	129007
(Celebrity)	95338	73637	129.47	3.69	2.96	360963
(Cavalier)	105795	92026	116.05	4.15	3.69	419697
(Camaro)	36280	65143	55.69	1.40	2.62	245879
(Corvette)	7507	8855	84.78	.29	.36	38042
(Monte Carlo)	23151	25028	92.52	.90	1.01	111169
OLDSMOBILE	250587	239676	104.55	9.70	9.63	1067881
(Firenza)	8491	13327	63.76	.33	.54	49780
(Calais)	24803	24108	102.88	.96	.97	122561
(Cutlass Ciera)	81559	68869	118.36	3.15	2.76	329934
(Cutlass)	56357	49449	113.97	2.18	1.99	218881
(Toronado)	3284	8650	37.97	.13	.35	32879
PONTIAC	197274	165383	119.28	7.64	6.65	785098
(1000)	5160	5571	92.62	.20	.22	22239
(Sunbird)	26878	24788	108.43	1.04	1.00	115185
(Grand Am)	44315	22831	194.10	1.72	.92	116535
(6000)	42115	31228	134.85	1.63	1.26	162828
(Bonneville)	12085	12387	97.56	.47	.50	52739
(Firebird)	19708	21863	90.14	.76	.88	100049
(Fiero)	16077	18517	86.82	.62	.74	90421
GEN. MTRS CORP.	1101142	1042041	105.67	42.64	41.88	4664006
Misc. Domestic	26	55	47.27	-	-	248
Other Import	700786	592587	118.26	27.13	23.81	2820416
U.S. TOTAL	2582875	2488617	103.79			10888600

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	34298	9.27	99846	127133	78.54	9.16	11.75
Plymouth	9875	2.67	27194	23991	113.35	2.50	2.22
Ford	101573	27.42	302057	298272	101.27	27.72	27.55
Chevrolet	97416	26.32	291900	276327	105.64	26.79	25.53
G.M.C.	27015	7.30	80409	75998	105.80	7.38	7.02
International	4635	1.25	14323	15986	89.60	1.31	1.48
Jeep	13959	3.77	44864	38378	116.90	4.12	3.55
Mack/Midliner	1585	.46	4847	7282	66.56	.44	.67
Kenworth	922	.25	2372	2617	90.64	.22	.24
Peterbilt	837	.23	2240	2910	76.98	.21	.27
Daimler-Benz Corp.	1562	.42	4599	5328	86.32	.42	.49
Volvo White	1092	.30	2648	3165	83.67	.24	.29
Western Star	97	.03	313	284	110.21	.03	.03
Other Imports	74664	20.17	210738	203427	103.59	19.34	18.79
Miscellaneous Domestic	528	.14	1283	1272	100.86	.12	.12
U. S. Total	370156		1089633	1082370	100.67		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	69980	29866	-	-	-	-	-	-
(Dodge 1)	58523	17336	-	-	-	-	-	-
Plymouth *	27194	-	-	-	-	-	-	-
Ford	180893	109024	-	-	-	2222	7303	2615
(Ford 2)	133854	34581	-	-	-	-	-	-
Chevrolet	169399	112371	5319	97	87	1691	2764	112
(Chev 3)	130579	38210	-	-	-	-	-	-
G.M.C.	38710	30530	600	70	552	1416	6828	1903
(G.M.C 4)	28604	9371	-	-	-	-	-	-
International	-	-	-	-	-	4121	4442	5760
Jeep	40376	4488	-	-	-	-	-	-
(Jeep 5)	32392	4080	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	446	502	3899
Kenworth	-	-	-	-	-	-	-	2372
Peterbilt	-	-	-	-	-	-	-	2240
Daimler-Benz Corp.	-	-	-	-	-	545	291	3765
Volvo White	-	-	-	-	-	-	292	2356
Western Star	-	-	-	-	-	-	-	313
Other Imports	205810	2978	1471	174	92	54	153	6
Miscellaneous Domestic	-	745	-	-	-	-	28	510
Total	732362	290002	7450	341	531	10495	22603	25851
1985 Total	701898	306570	8724	231	1503	12922	18051	32371
1986 vs '85	104.34	94.60	85.40	147.62	35.13	81.20	125.22	79.86

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	15534	.60	3832	.15
Chevrolet Spectrum	17378	.67	8620	.35
Dodge Colt	13952	.54	8401	.34
Dodge Colt Vista SW	4111	.16	1969	.08
Dodge Conquest	728	.03	607	.02
Plymouth Colt	12857	.50	8135	.33
Plymouth Colt Vista SW	3842	.15	1989	.08
Plymouth Conquest	677	.03	599	.02
XR4 Merkur	3504	.14	398	.02
Total Domestic Sponsored Imports	72583	2.81	34550	1.39
OTHER IMPORTS				
Audi	17009	.66	16371	.66
BMW	20019	.78	19300	.78
Honda	142380	5.51	124487	5.00
Mazda	63730	2.47	40708	1.64
Mercedes Benz	23708	.92	20908	.84
Nissan	127003	4.92	114400	4.60
Subaru	47252	1.83	34746	1.40
Toyota	128407	4.97	119471	4.80
Volkswagen	47652	1.85	38895	1.56
Volvo	25379	.98	23931	.96
Others	58257	2.25	39354	1.58
Total Other Imports	700785	27.13	592581	23.81
GRAND TOTAL ALL IMPORT CARS	773369	29.94	627131	25.20

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (8-14,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	18421	1.69	17678	1.63
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	21445	1.97	15540	1.44
Mazda	29343	2.69	26011	2.40
Mitsubishi	6184	.57	5664	.52
Nissan	48859	4.48	67109	6.20
Subaru	598	.05	1003	.09
Toyota	92715	8.51	82907	7.66
Volkswagen	2582	.24	3754	.35
Others	5962	.54	411	.04
Total Other Import Trucks	208788	19.16	202399	18.70
GRAND TOTAL ALL IMPORT TRUCKS	227209	20.85	220077	20.33

NEW DOMESTIC LIGHT TRUCKS
(8-14,000 LBS)

CHEVROLET S10	49791	4.57	59077	5.46
DODGE DAKOTA	-	-	-	-
FORD RANGER	67507	5.20	74746	6.91
GMC S15	11610	1.07	13142	1.21
UNITED STATES SUMMARY	*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. NAME IS TO BE SOURCE BOOKS FOR INTERNAL USE OF SALE, REPRINT, SELLING OR SHARING PROHIBITED.			

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	8751585	3058004
*1977	10026234	3509120
*1978	10946104	3963340
*1979	10356885	3472209
*1980	8780931	2476777
*1981	8443819	2185489
*1982	7754342	2430471
*1983	8924188	2976556
(1)1984	10128720	4048098
1985	10888608	4615192

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-86
MARCH 1986 ISSUED 05/86
(1) REVISED 10/85